

Rainer Sax

Digital Consulting & Experience Strategy

Portfolio 2022

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I am a Digitalization Advisor, Product Designer, Experience Strategist, and Business Architect. As a trained philosopher and logician I love to work with words and abstract concepts. As a former developer and tech lead I still enjoy the technical side of things.

I have worked for ARD, ZDF, NZZ, Wort und Bild Verlag, BMW, Microsoft China, eZ Systems, Allianz, Deutsche Bank, comdirect Bank, TUI, Tchibo, simyo, unitymedia, Bauer-Verlag, Otto, Mercedes-Benz, Volkswagen, Montblanc, Red Bull, Lagardère, Deutsche Telekom and others.

I have given a number of talks, e.g. closing keynote at IAKonferenz – German IA Summit, solutions.hamburg, Next Service Design, TedX Rheinhessen and have taught classes at Kreativgesellschaft Hamburg, Miami Ad School Europe and Karlshochschule International University Karlsruhe.

Since 2011
freelance

2020-2022

Enterprise Information Architect at Fielmann AG

2008 - 2011

Director User Experience at SinnerSchrader

2001 - 2008

Technical Director at Elephant Seven

Bis 2000

studied Philosophy, Logic & Philosophy of Science und Computer Science in Munich, Oxford und Hamburg. graduated Magister Artium.

comdirect magazine

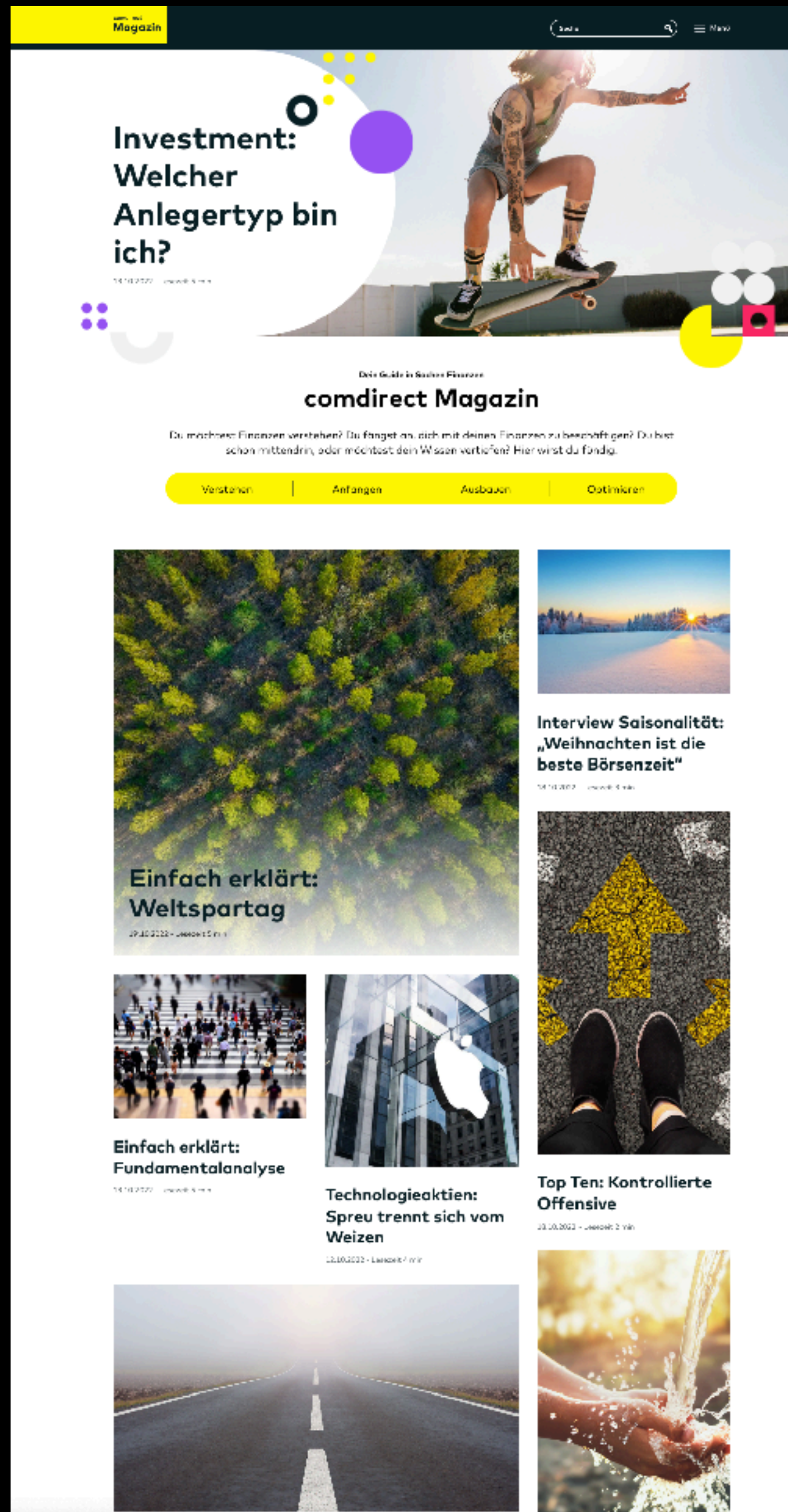
comdirect is one of the top banking brands in Germany and a true pioneer in the direct banking sector. In an increasingly difficult and diverse financial services environment comdirect chose to update their brand. comdirect magazine was chosen as the first service to play the updated brand positioning. Maintaining and increasing performance in its function as major lead generator was key.

We were asked to support agency HeyNow! in a pitch for the magazine. Using insights from learning theory and psychological studies we developed a conceptual framework and structure.

The resulting content strategy allows for experiences tailored to the widely varying needs of different target audiences without sacrificing SEO and allowing for large-scale content-reuse.

The pitch was won. A team of content creators are working along the guidelines we developed.

Role: Strategic Advisor w/ Vanessa Boysen



New Work SE – Employer Brand



New Work SE is the parent company of XING, the leading online business network in German-speaking countries, and kununu, a leading employer review platform in Europe. To meet their growth ambition a significant scale up of work force is needed in an environment of a shrinking candidate base. Based on this insight an employer branding initiative was started.

We developed a unified foundation for the New Work SE employer brand with a strong focus on long-term retention and strategic fit of both company and employee-goals. This allowed us to clarify the relation between umbrella and service brands, create a framework for messaging and enhance the understanding of the target audience of prospective employees.

A new employer brand claim and a set of employer branding activities based on the foundation we laid were created and are being rolled out.

Role: Strategic Advisor w/ Vanessa Boysen (& HeyNow!)

The XING logo, consisting of the word "XING" in a bold, teal, sans-serif font, followed by a stylized yellow and teal "X" symbol.

The kununu logo, featuring the word "kununu" in a lowercase, rounded, grey font, with a small grey "x" symbol to the right.

The onlyfy logo, with "onlyfy" in a lowercase, rounded, blue font, and "by XING" in a smaller, lowercase, blue font below it.



Fielmann Enterprise Architecture

2020-2022

Fielmann is the leading retailer for prescription glasses in Europe. To further expand and stabilize their market position „Vision 2025“ was adopted putting two main strategic priorities center stage: Digitalization and Internationalization. Team Enterprise Architecture – of which I was a part – was tasked with operationalization of the strategic priorities.

Our task was to create and evangelize an architectural vision, to support the organizational transformation and assess and redesign core processes.

My role in particular was to formulate the architectural vision in the first place. I acted as premier architectural consultant to Vertical Category Management to help them comply with the vision and utilize the advantages brought about by it. I acted as consultant for software for pricing, product lifecycle management and most importantly to create a model for creating, storing and accessing product information – a novel way to approach Product Information Management as part of a company wide Data Mesh.

Role: Enterprise Information Architect, Business Architect

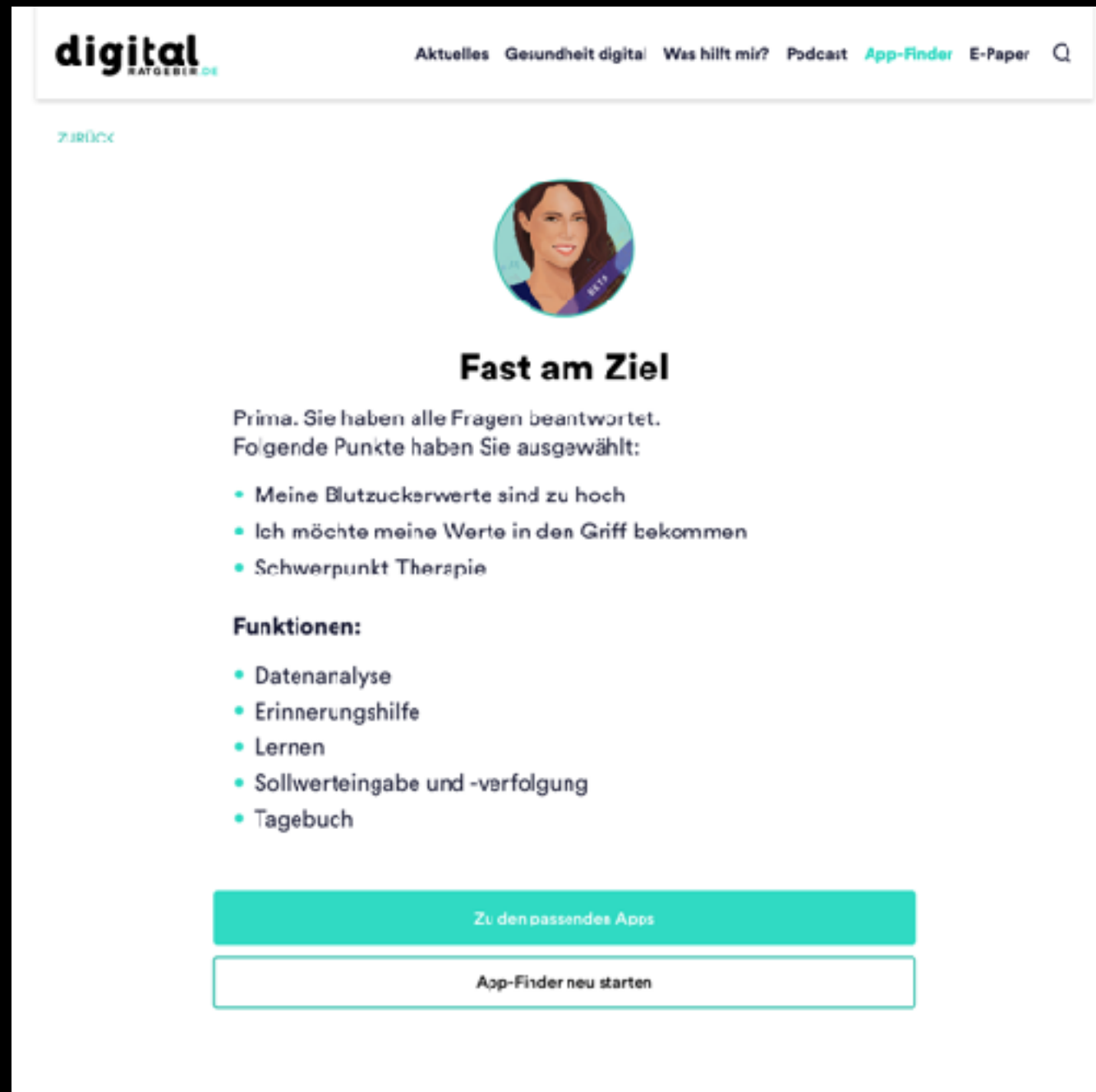
Apotheken Umschau-App Finder

Apotheken Umschau is Germany's highest circulation monthly magazine. It is given out at pharmacies and offers respected medical advice. Its publisher Wort&Bild sought to enhance the magazine's digital offering in the face of new competition. They decided to build a neutral and competent digital tool to help people get and stay healthy.

Together with medical professionals and building on a dataset of several thousand apps I developed a recommendation engine based on the visitors health needs and psychological disposition. For example someone who has just recently been diagnosed with diabetes will receive a clear recommendation as to which app will fit their needs perfectly.


The first iteration is live and data is being gathered to refine it going forward.

Role: Product Strategist, Principal UX



digital PHARMA Aktuelles Gesundheit digital Was hilft mir? Podcast App-Finder E-Paper Q

zurück



Fast am Ziel

Prima, Sie haben alle Fragen beantwortet.
Folgende Punkte haben Sie ausgewählt:

- Meine Blutzuckerwerte sind zu hoch
- Ich möchte meine Werte in den Griff bekommen
- Schwerpunkt Therapie

Funktionen:

- Datenanalyse
- Erinnerungshilfe
- Lernen
- Sollwerteingabe und -verfolgung
- Tagebuch

Zu den passenden Apps

App-Finder neu starten



digital PHARMA Aktuelles Gesundheit digital Was hilft mir? Podcast App-Finder E-Paper Q

zurück

Zwischenergebnis

Ich würde Ihnen gerne für Sie passende Apps zur Auswahl anbieten.
Bitte wählen Sie hierzu Funktionen aus, die Sie nutzen möchten.

Jetzt Funktionen auswählen

 **mySugr - Diabetes Tracker Log**
Fitnesstracker meets Diabetes-Analyse – eine praktische Kombination, und das jetzt schon seit
IHR APP-FINDER SCORE **8.8**

 **DiabetesPal**
Übersichtlich und trotzdem umfangreich: Der DiabetesPal lässt kaum eine Tagebuch-Funktion
IHR APP-FINDER SCORE **8.5**

Weitere Apps, die ebenfalls passen:

 **Omnitest Diabetes-Tagebuch**

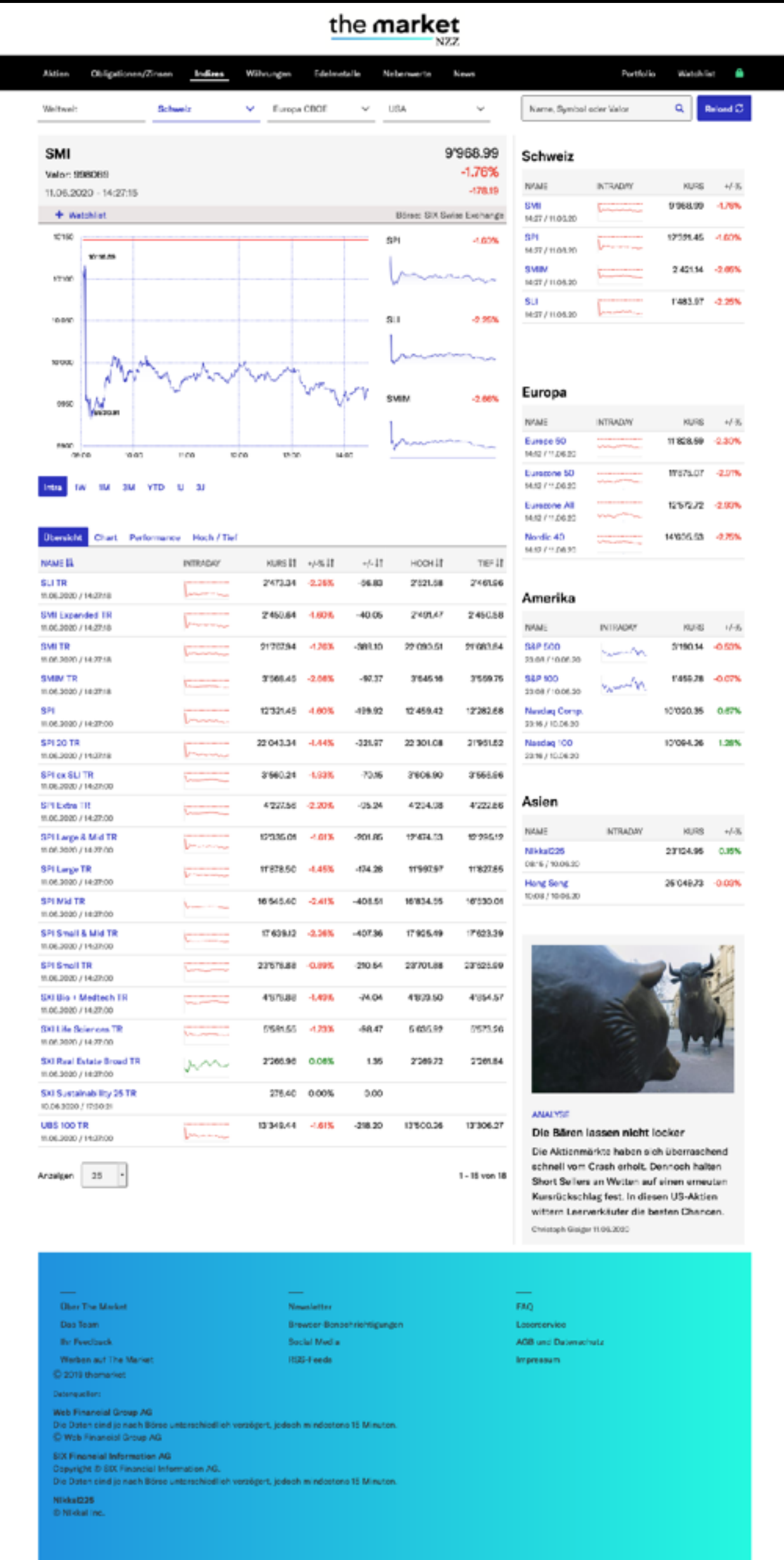
NZZ: the market

NZZ is Switzerland's most prestigious newspaper. In order to complement its highly regarded business section NZZ decided to launch themarket.nzz.ch as its first digital-first sub-brand.

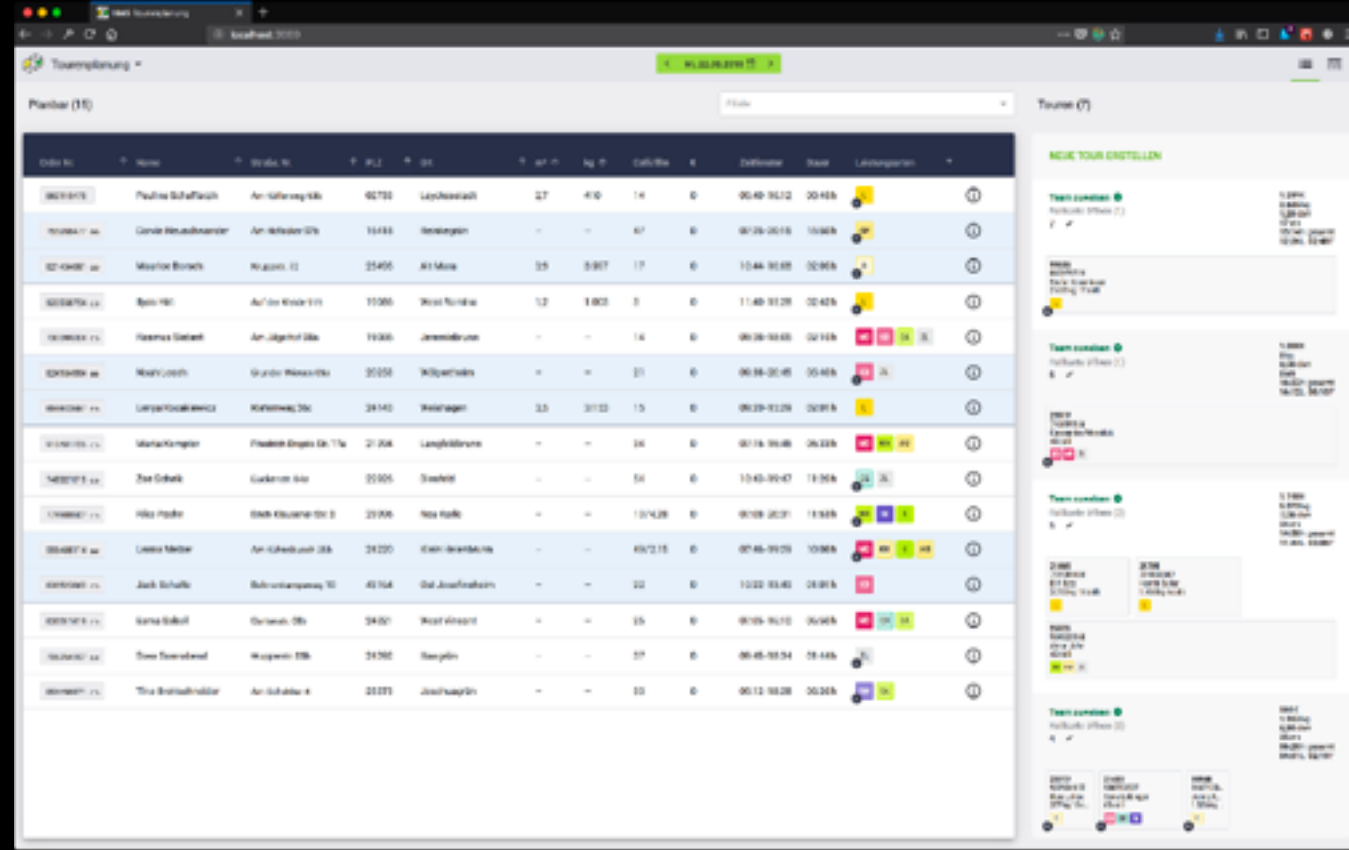
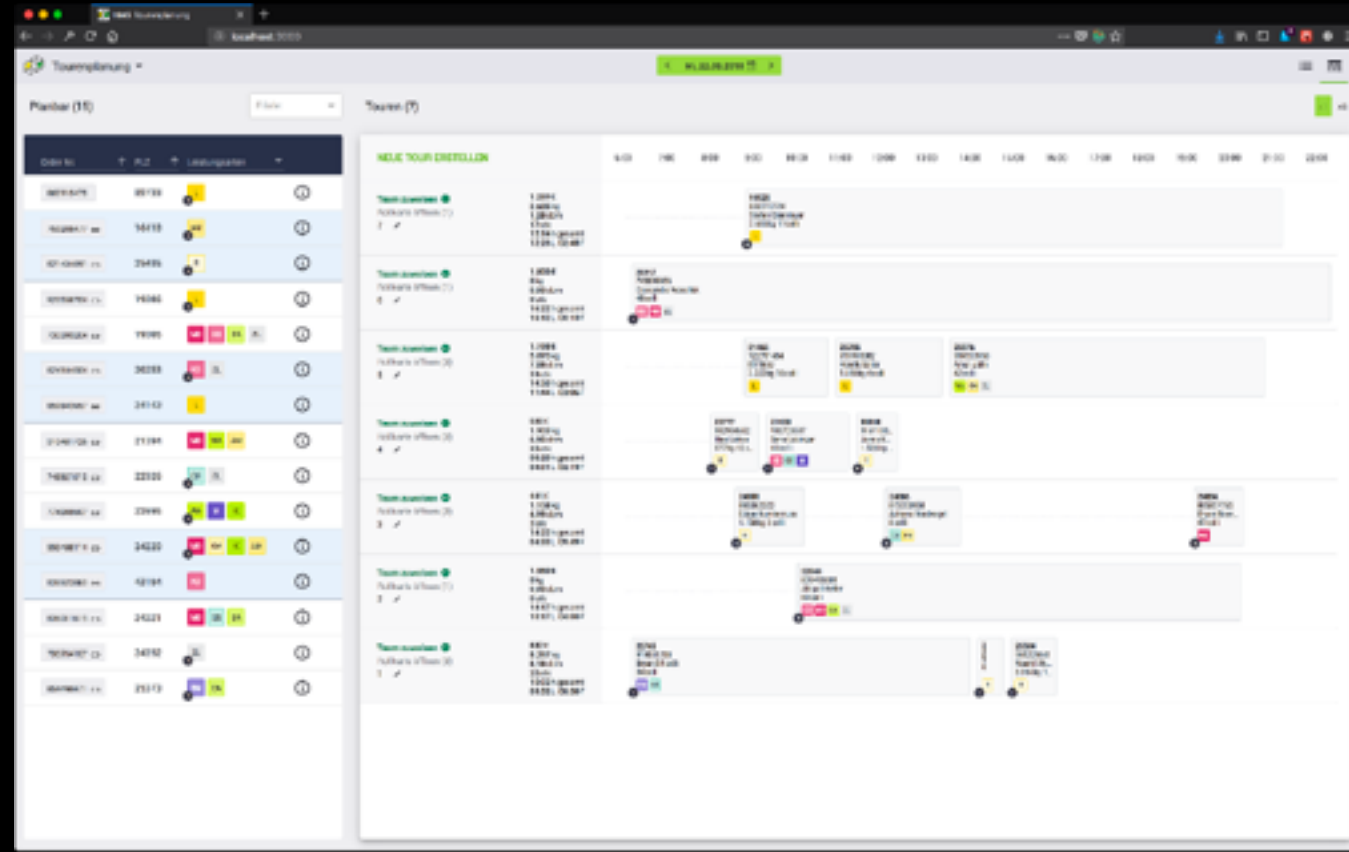
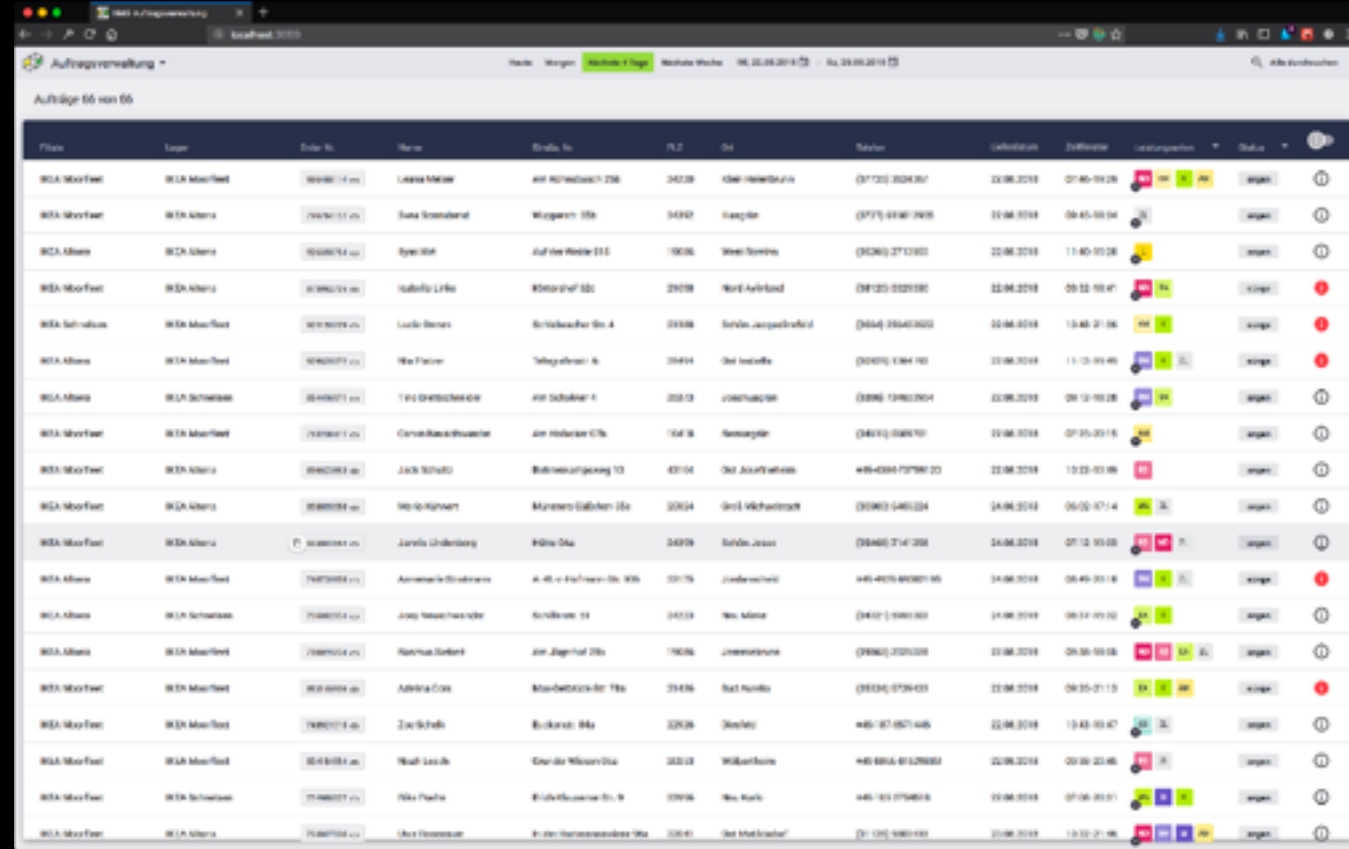
Working with financial journalists and trading-specialists I developed the concept, user-flows and layout in one sprint so that development could commence immediately.

The market has been launched in record time without compromising on quality and still embodies the value of „Swissness“ so prized by NZZ readers.

Role: Product Strategist, UX Design



HANSETRANS



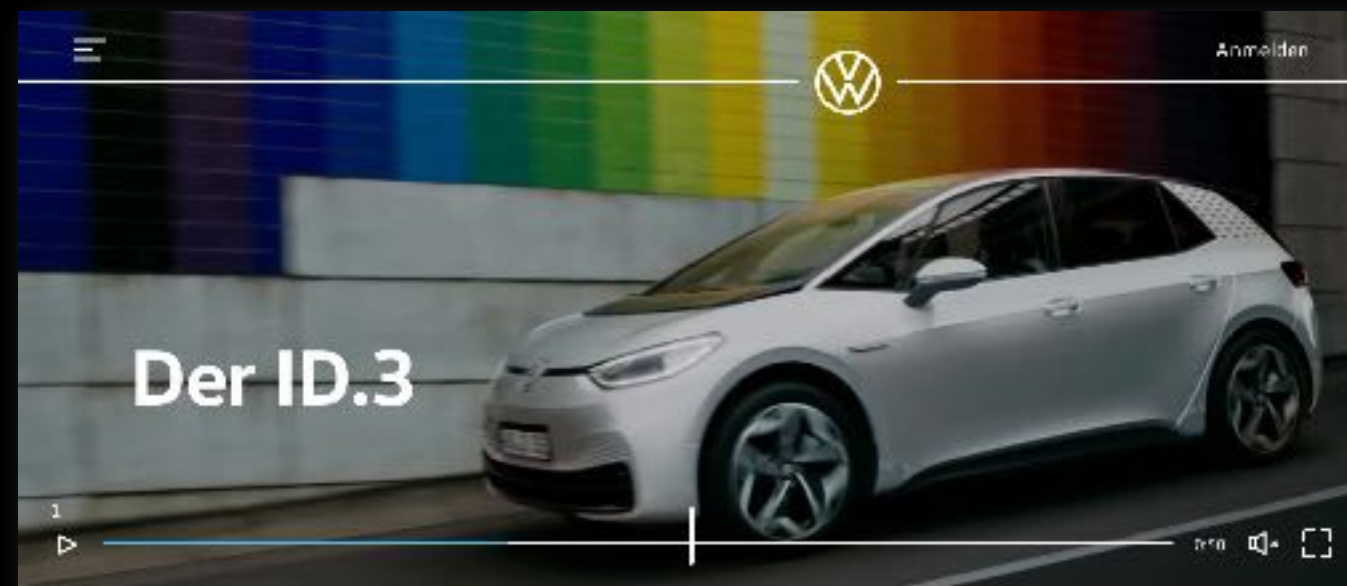
HANSETRANS – a leading local logistics powerhouse – decided to digitize their core business by creating a brand new management platform for furniture transport logistics. Our team reimaged business processes relying on deep observation of users. We developed a product from scratch in a decentralized agile team.

As Principal UX Strategy my role was to develop product strategy, help the client streamline their business processes and create designs to showcase the solutions. Not only did I work closely with the development team but was part of it – designing with developers and developing with designers, all the way.

The product is highly appreciated by users and the client has established full control of their processes.

Roles:
Principal UX-Designer in a cross-functional SCRUM Team, UX Researcher and PO-Coach, Design-Ops, React-development

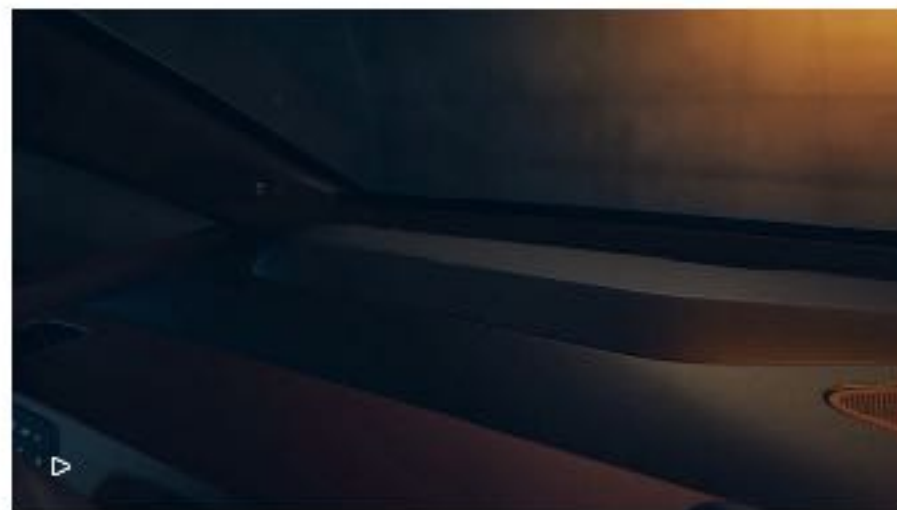
Volkswagen AG



Hier startet Neues

Mit dem ID.3 beginnt eine neue, dynamische Ära in der Welt der Elektromobilität. Elektrisierende Performance trifft auf wegweisendes Design und alltagsstaugliche Reichweiten. Und das für Menschen, die auf der Suche nach Veränderungen sind. Die Zukunft steht bereit. Steigen Sie ein.

Der ID.3. Begrüßt Sie. Elektrisiert Sie. **Bringt Sie weiter.**



ID.Light

Sehr schlau: das intelligente Lichtkonzept.

Komfort



Batterie & Reichweite

Starke Leistung. Schnelle Ladung.

e-Technologie



For the next version of their global* website platform Volkswagen invited agencies to pitch their ideas and design.

I was contracting with SinnerSchrader to lead the design-team and develop a strategy on which the new platform will be based.

The strategy revolved around contextual integration of content and calls-to-action - whether to book test-drives, launch the configurator or to contact a dealer. I formulated the strategy, sketched out rough designs and helped write the pitch presentation.

We won the pitch and the platform has been successfully rolled out globally.

Roles:

- Creative Director, UX Strategist and Principal UX-Designer

* all markets except USA, UK, China

funk



German public broadcasters ARD & ZDF were given a mandate to create an online-first media brand for young adults - eventually called „funk“.

It was the first time ARD & ZDF would leave linear TV behind and compete in the streaming media market while at the same time staying true to their mission as a public broadcaster.

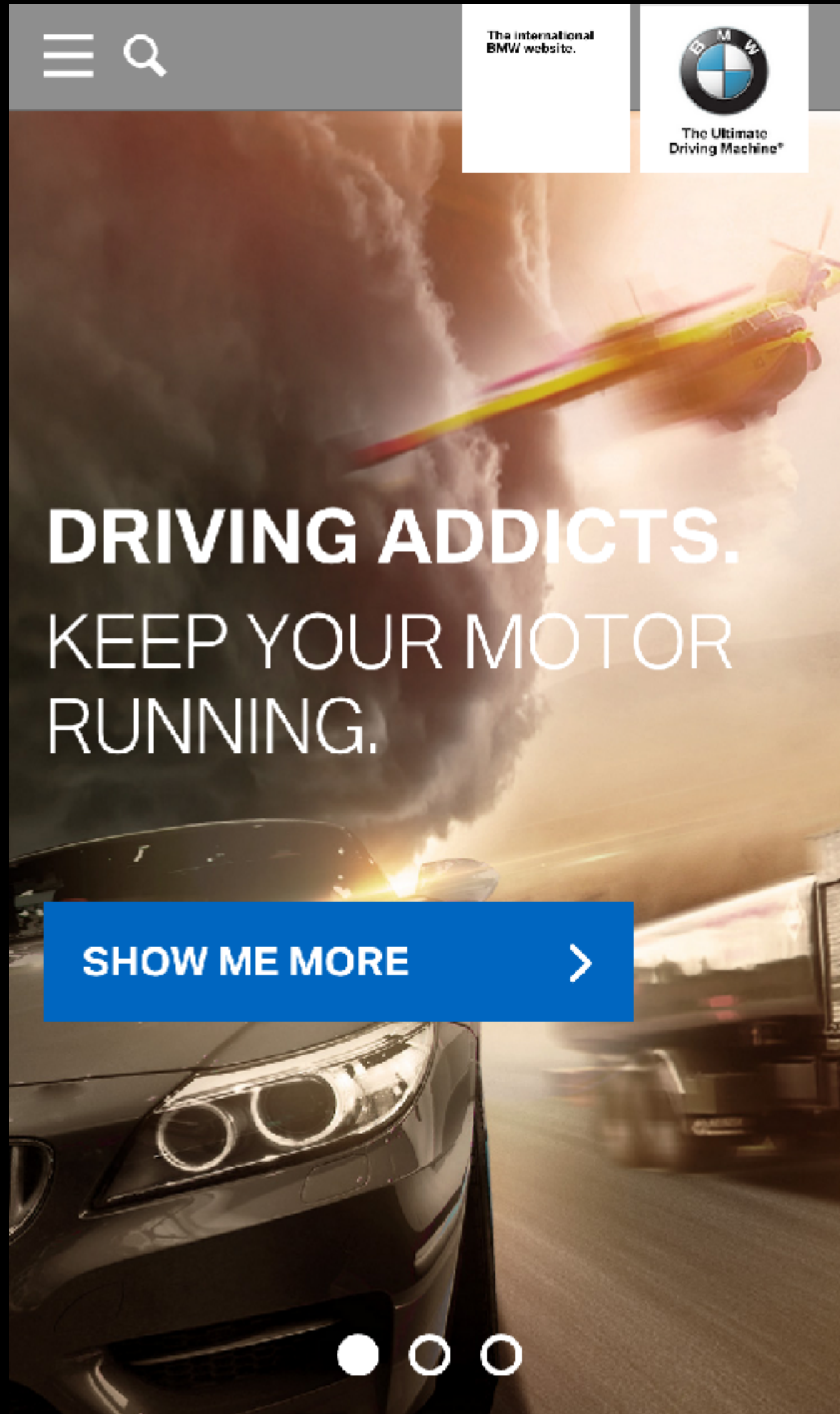
I consulted for them in the eight months leading up to the launch and as Lead Consultant helped them spell out their brand persona and define the way they deal with creators and different stakeholders.

funk has since won many prizes and helped reshape the way young people perceive the world through news and entertainment.



Role:
Lead Consultant

BMW international online communication



BMW were looking for an agency who could run their international online communications. Jung von Matt were invited to pitch their international capabilities and demonstrate how their global marketing site could be improved. I contracted with them to do a showcase of UX improvements on BMW current websites, generate ideas for new sales-focussed features, help develop strategy and lead the team of UX designers on the pitch-team.

We prototyped an international site and developed proofs of concept for various new features to showcase features available in BMWs. The client was convinced and Jung von Matt won the contract. The results can be seen on BMW.ca

Role:

- Lead UX, Strategist



Microsoft China Store



In 2014 Vietnam based Pyramid Consulting was in charge of development of Microsoft's online retail store in China. I contracted with them to serve as on-site team lead in Shanghai and coordinate the biggest project at the time: the launch of Xbox in China.



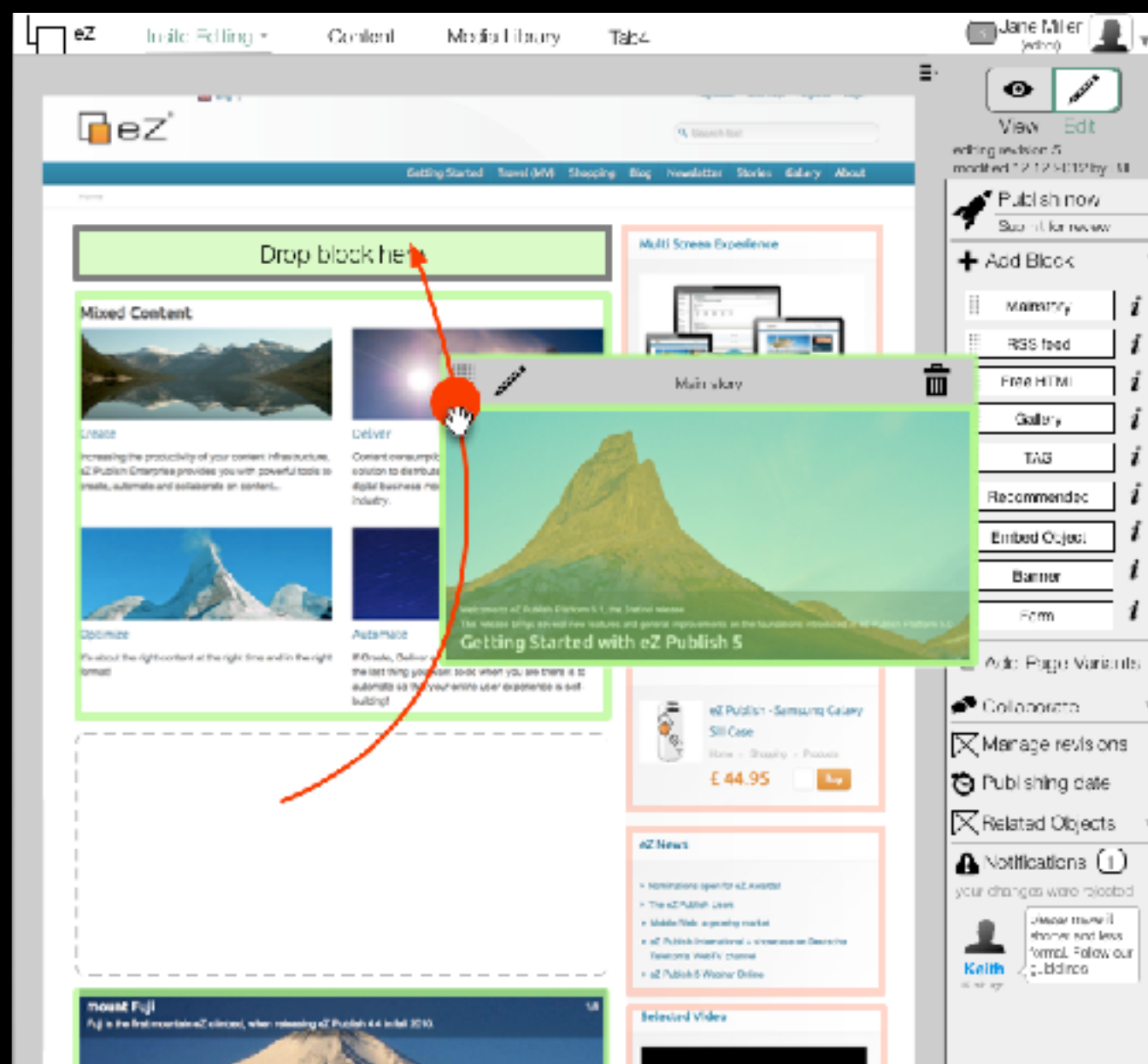
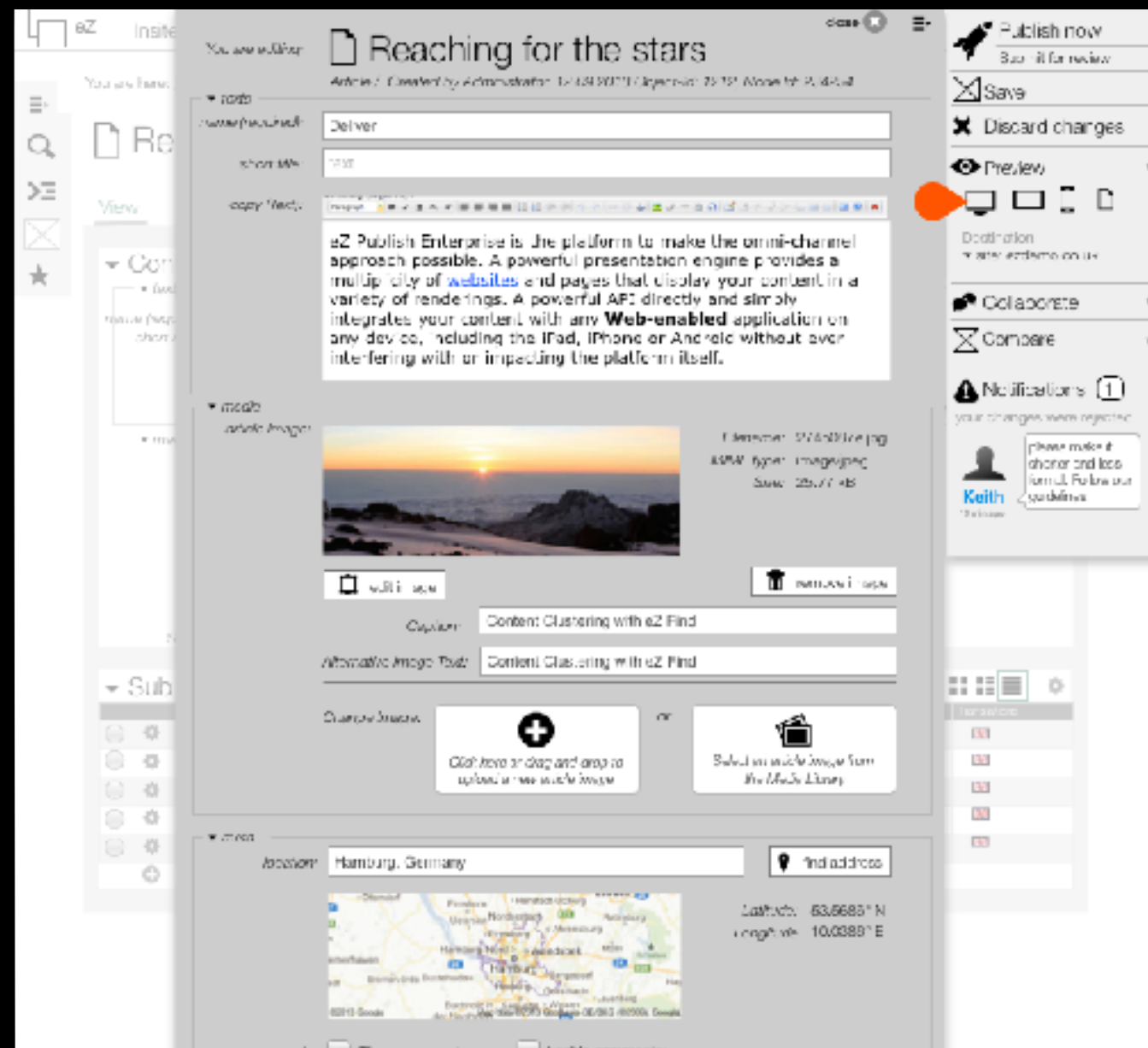
I coordinated content-production and strategy for the Xbox launch with three other agencies and a logistics partner so that Microsoft's own online shop, JD.com, T-Mart were in sync with all the other marketing activities. I was also tasked with improving collaboration between on-site and off-site teams as well as with the client. After a short time I had established a line into marketing, opening the information pipeline to the development team and helped them reshape their planning. Subsequently, they were able to serve the client more efficiently. I oversaw improvements to the online store from a UX and strategic business perspective and coordinated Alipay and Tenpay integration into microsoftstore.com.cn

Roles:
– Team-Lead On-Site

Ez Publish UX

Starting from a leadership position in web content-management eZ Systems set out to transition their product to a full-fledge customer experience platform.

I was tasked with formulating a new product strategy, creating and validating prototypes with users and other stakeholders. In the end the product was rebuilt from the ground up based on my work.



The result is best summed up in the words of Gartner's Magic Quadrant CMS 2016: „eZ Systems' user experience pays particular attention to content editors' requirements and preferences, and has direct appeal to organizations in the publishing and media sectors.“

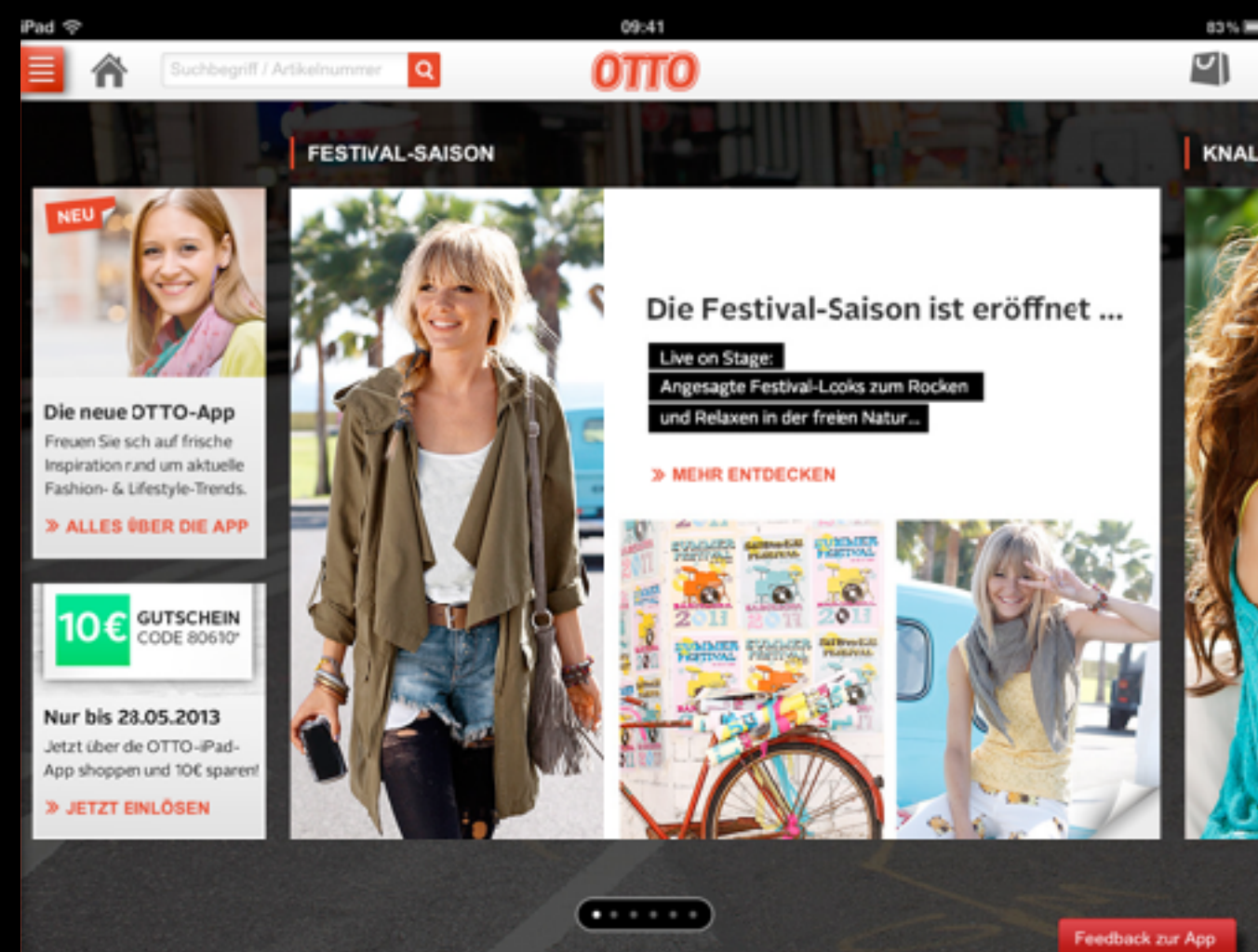
Roles:

- Principal UX and Creative Direction
- UX Strategy
- Product Strategy

OTTO inspirational shopping



OTTO, Germany's biggest online retailer after amazon, found in 2012 that breadth and depth of it's product portfolio made inspirational browsing all but impossible. They thus decided to launch an iPad-only inspirational shopping app as a first attempt to a more focused approach to online retail. I was hired to develop product strategy and lead the early design phase of the product.



The resulting app put OTTO-curated and user-generated lookbooks side by side and made social shopping a priority.

Role:

- Product Strategy
- Principal UX and Creative Direction

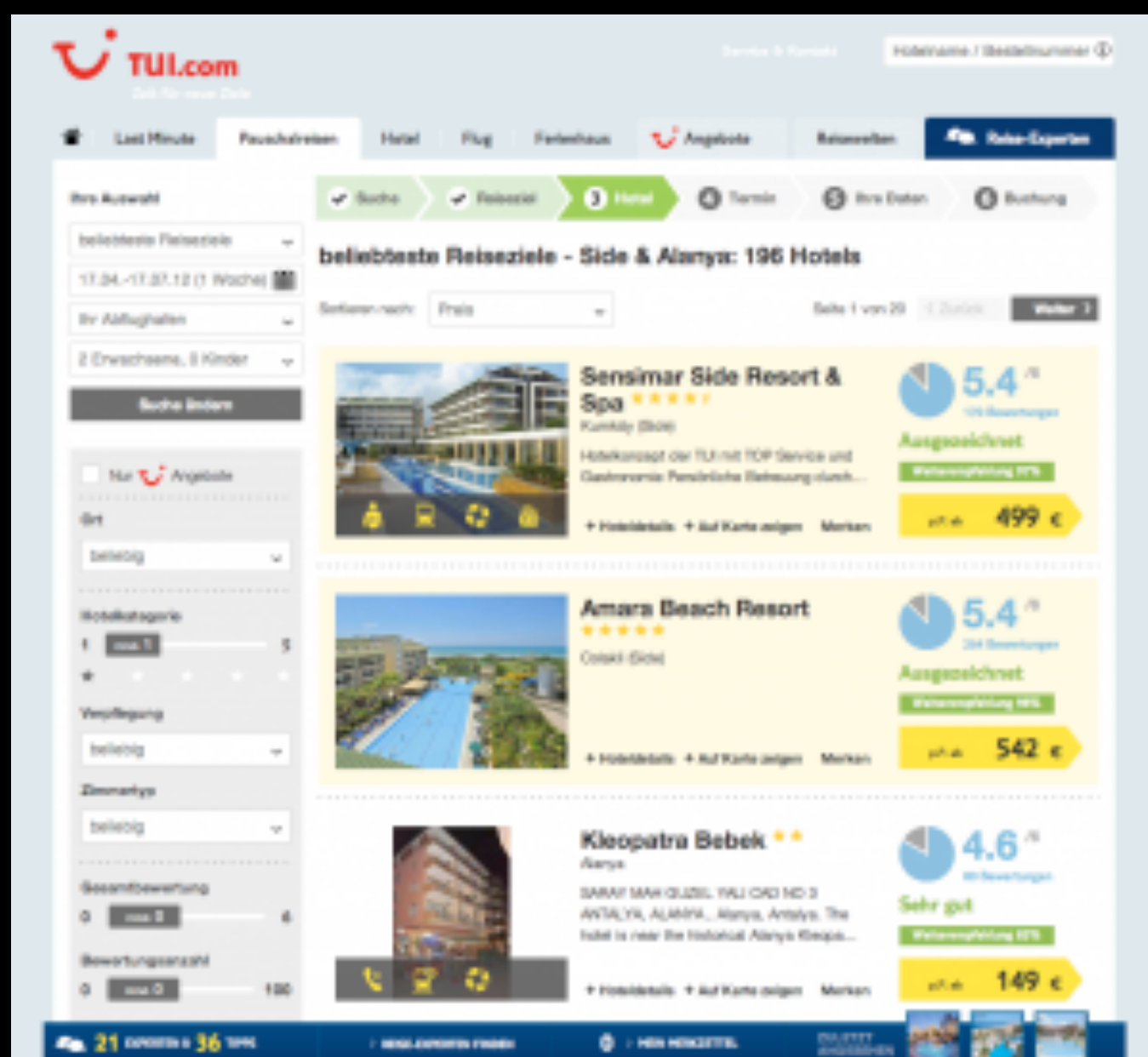
Relaunch TUI.com

TUI, Europe's biggest tour operator, needed to revamp their online business due to increasing threats by online travel agencies. The whole new TUI.com set out to address this issue and introduce entirely new components to the business model.

During the inception phase of the project I was asked to help the management of TUI.com to prepare for funding rounds by developing proofs of concept for individual business components and processes. Later on, I worked with the technical, product and business departments on defining requirements and lead the process of selecting a digital agency in a pitch.

Rolle:

- Principal UX and Creative Direction
- Product Design
- Pitch Consultant



Relaunch Tchibo.de

Tchibo is among the biggest online retailers in Germany. Initially a coffee business they expanded into FMCG with a strong focus on basic household supplies offering a new batch of goods every week. A further expansion of their product portfolio e.g. into mobile telephony and travel and a need for a new technological platform along with significant market pressure prompted them to relaunch their e-commerce infrastructure.

At SinnerSchrader we helped to develop and extend their business model prior to the relaunch and consult through the development, creating the basic interface, site structure and cross- and up-selling mechanics and the visual design. We functioned as gatekeepers for the business needs and the overall User Experience.

Rolle:

- Director UX at SinnerSchrader
- Creative Direction
- Strategic Consulting



More selected projects

TUI city tours (2011/12)

City tours are a low margin commodity business for tour operators. To strengthen their offering in that space TUI started a strategic initiative to develop a differentiated product.

My role in this project is twofold: I developed the new offering's customer side of the business using a service design approach to integrate all touch points and develop a basic brand identity.

Deutsche Bank IT-Portal Management (2011):

Deutsche Bank IT had a wide array of internal IT-systems and applications that were all managed separately. To ease app-management and increase accountability they wanted to create a unified application for their admins. Based on user interviews and shadowing future users I created a product concept and strategic direction for the tool.

More selected projects

Allianz Customer Self Service (2010-11)

Allianz SE is Europe's biggest insurance company. Allianz is perceived to be service leader. To reinforce this perception they wanted to introduce a unified customer self-service web-application. The application unifies all accounts from all Allianz properties including their bank and additionally allows the customer to manage contracts with other insurers and banks in one integrated financial status. The online banking interface for Allianz Bank as part of the application was also entirely redone.

My role was lead strategist and UX Designer for the project.

relaunch simyo.de (2009)

simyo, then a brand of Telefonica, was pioneer of low cost mobile telephony in Germany. In an ever more competitive market simyo decided to revamp their strategy towards service leadership in the segment. The cornerstone of this strategy was a website relaunch on the basis of a new highly flexible technical infrastructure. The relaunch's immediate goals were a better, more streamlined user experience and a significant increase in conversion, both of which were achieved. Additionally, a self-service mobile app and a Google Chrome extension were created on the new technical basis.

My roles in the project were overall project lead, overall creative direction, strategic lead and lead UX. Furthermore, I developed new metrics and KPIs and oversaw their implementation in Omniture.

Thank you!

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